



WKMG

ORDER

Print Date 08/29/12

Page 1 of 2

Flight Dates 09/04/12-09/07/12

| | | | | | | |
|--|---|-----|---------------------------|----------------------------|-----------------|------|
| <u>Contract / Revision</u> | 258015 | / | MCBRIDE FOR SENATE | <u>Alt Order #</u> | 06301083 | |
| <u>Original Date / Revision</u> | <u>Agency Com</u> | 15% | <u>Billing Type</u> | Cash | | |
| 08/29/12 | 08/29/12 | | <u>Billing Contact</u> | <u>Order Type</u> | GENERAL | |
| <u>Advertiser</u> | POL/Will McBride/FI Sen | | <u>Billing Cycle</u> | EOM/EOC | | |
| | 546 Gardenia Lane Vero Beach, FL 32963 | | <u>Billing Calendar</u> | BROADCAST | | |
| <u>Agency</u> | David Milner Group, Inc. | | <u>Demographic</u> | A35+ | | |
| <u>Buying Contact</u> | <u>Sales Office</u> | PHI | <u>Rev Codes</u> | AGY | POL | CAND |
| 701 Rosedale Road Princeton, NJ 08540 | <u>Sales Region</u> | NAT | <u>Product Codes</u> | PL-Presidential-Republican | | |
| | <u>Agency Ref</u> | | <u>Priority</u> | P-3 | | |
| | | | <u>Advertiser Ref</u> | | | |

Primary Account Executive

Kristen Waskie

| Account Executive | Order% | Start Date | End Date |
|-------------------|--------|------------|----------|
| Kristen Waskie | 100% | | |

Order Share 100% Market Value 9300

| Competing Station | % of Order | Amount |
|-------------------|------------|--------|
| CABLE | % | 0 |
| WESH | % | 0 |
| WFTV | % | 0 |
| WKCF | % | 0 |
| WOFL | % | 0 |
| WOPX | % | 0 |
| WRBW | % | 0 |
| WRDQ | % | 0 |

Order Totals

Billing Plan

| Month | # of Spots | Net Amount | Gross Amount | Rating | Start Date | End Date | # Spots | Net Amount | Gross Amount |
|----------------|------------|------------|--------------|--------|------------|----------|---------|------------|--------------|
| September 2012 | 12 | \$7,905.00 | \$9,300.00 | 0.00 | 08/27/12 | 09/07/12 | 12 | \$7,905.00 | \$9,300.00 |
| Totals | 12 | \$7,905.00 | \$9,300.00 | 0.00 | | | | | |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Totals |
|-----|------|-------------------|-----------------|---|-------|-------------------|-------------|-----|---------------|----------|-----|------|------|-------|------------|
| | | | | | | | | | | | | | | | Amount |
| E 1 | WKMG | 09/04/12 | 09/06/12 | 11-12p Price Is Right Price Is Right | CM | 11a-12p | -TWT--- | :30 | 6 | \$900.00 | P-3 | 0.00 | NM | 6 | \$5,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| | | Week: 09/03/12 | 09/09/12 | -TWT--- | | 6 | \$900.00 | | 0.00 | | | | | | |
| E 2 | WKMG | 09/07/12 | 09/07/12 | Fri Amer Tks Parade No Show | CM | 11a-12p | ----2-- | :30 | 2 | \$550.00 | P-3 | 0.00 | NM | 2 | \$1,100.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| | | Week: 09/03/12 | 09/09/12 | ----2-- | | 2 | \$550.00 | | 0.00 | | | | | | |
| E 3 | WKMG | 09/04/12 | 09/06/12 | Local 6 News 12-1230p CM Local 6 News 12-1230p | CM | 12-1230p | -TWT--- | :30 | 3 | \$800.00 | P-3 | 0.00 | NM | 3 | \$2,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| | | Week: 09/03/12 | 09/09/12 | -TWT--- | | 3 | \$800.00 | | 0.00 | | | | | | |
| E 4 | WKMG | 09/07/12 | 09/07/12 | Local 6 News 12-1230p CM Local 6 News 12-1230p | CM | 12-1230p | ----1-- | :30 | 1 | \$400.00 | P-2 | 0.00 | NM | 1 | \$400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| | | Week: 09/03/12 | 09/09/12 | -TWT--- | | 1 | \$400.00 | | 0.00 | | | | | | |



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Contract / Revision

258015 Flight Dates 09/04/12-09/07/12

Hiatus Dates

Original Date / Revision 08/29/12 / 08/29/12

Order Sep 00:20:00

Advertiser POL/Will McBride/FI Sen Product MCBRIDE FOR SENATE Estimate #